

2.9 Communications

2.9.1

WSDOT and the Design-Builder shall develop and maintain a consistent level of public communication while encouraging broad public awareness and understanding of the Project.

Providing clear, consistent, and timely messaging is an essential element to successful Project delivery. The communications role consists of many tasks including preparing for and attending public meetings and open houses; coordinating with the WSDOT Engineer on messaging related to the Project, including responding to public inquiries and complaints; coordination with the media, preparing regular traffic updates, press releases, webpage and social media updates, and photo and video documentation; and coordination with Local Agencies, transit providers, emergency services, and local neighborhood, community, multimodal, and business groups. To support this effort, WSDOT will share clear, concise, and timely information with the public, elected officials, community leaders, businesses, Tribes, the news media, and social media audiences.

WSDOT Communications will lead the communications efforts on this Project. All communications materials, including photographs and video, produced by the Design-Builder shall be submitted to the WSDOT Engineer prior to release for Review and Comment to ensure it meets WSDOT standards for form, Associated Press style, graphic design, content, messaging and plain talk.

The Design-Builder shall work with WSDOT to achieve all communication and community relations goals.

2.9.2 *Mandatory Standards*

The following is a list of Mandatory Standards that shall be followed for all design and construction related to this Section as referenced TR Section 2.2, *Mandatory Standards*.

1. Special Provisions (Appendix 4)
2. Standard Specifications M 41-10 (Appendix 4)
3. WSDOT *Communications Manual* M 3030 (Appendix 4)
4. WSDOT *Project Identification Sign Detail* (Appendix 4)
5. Associated Press Stylebook, published 2020

2.9.3 *Joint Responsibilities*

Development and dissemination of public information for the Project requires the integration of resources and labor between WSDOT and the Design-Builder. Joint

communications will educate and inform the public, establish expectations, and play a significant role in delivering a successful Project.

The Design-Builder shall coordinate construction closures and communications with other projects being constructed along and near each Culvert Site. The Design-Builder shall also maintain ongoing communication with ***affected stakeholders, Utilities, transit, emergency services, etc. determined during the Phase 1 Services Period*** affected by the Project regarding upcoming construction activities and planned closures. **[Note: This paragraph will be updated as part of the GMP Bundle Amendment.]**

2.9.3.1 Communications Planning Workshop

WSDOT will plan a Communications/No Surprises Workshop that will review and discuss communications for the Project. This workshop will clarify the communications roles of WSDOT and the Design-Builder, review emergency communications procedures, and review WSDOT's No Surprises philosophy. The Design-Builder shall attend and participate in this workshop.

2.9.3.2 Project Communications Plan for each Bundle

The Design-Builder and WSDOT Communications shall finalize the Draft Phase 2 Project Communications Plan developed during Phase 1 Services. A specific plan will be created for each bundle. Each plan will describe the communications goals, strategies, measurable objectives, outreach for implementing potential detours and tactics to encourage broad public awareness and understanding of the Project and maintain a consistent level of communication and community engagement with:

- The public (including Environmental Justice (EJ) and Limited English Proficiency (LEP) populations)
- Elected officials
- Emergency services
- Community leaders
- Tribal leadership
- News and social media channels
- United States Navy/Department of Defense
- Schools and associated transportation systems
- Transit Agencies
- Bicycle/Pedestrian groups

- ***To be determined during the Phase 1 Services Period*** [Note: This paragraph will be updated as part of the GMP Bundle Amendment.]

WSDOT will work with the Design-Builder to finalize and implement each Project Communications Plan for each Bundle .

2.9.4 *WSDOT's Responsibilities*

In addition to previously mentioned responsibilities, WSDOT will retain primary responsibility for the following communications tasks:

- ***To be determined during the Phase 1 Services Period*** [Note: This paragraph will be updated as part of the GMP Bundle Amendment.]
- Responses to media inquiries, requests for interviews, or Project tours
- Acting as the primary spokesperson for the Project
- Coordination with WSDOT executive and steering committees
- Communications related to issues such as transportation demand management, bus rapid transit, bicycle/pedestrians, and context sensitive solutions
- Media relations and social media activities
- Contacting elected officials and tribal leaders
- Reviewing and approving all Design-Builder communications materials to ensure it meets WSDOT standards for form, graphic design, content, messaging, and plain talk
- Posting and publishing project page updates to the WSDOT website
- Providing the Design-Builder with updated communications templates, Power Point templates, and other communications templates WSDOT uses in communication with the public and stakeholders
- Issuing news releases and travel advisories.
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2.9.5 *Design-Builder's Responsibilities*

The Design-Builder shall identify a single point of contact to work with WSDOT Communications. This single point of contact shall develop and implement ways of informing WSDOT, emergency services, the public, and individual property owners about design and construction activities that directly affect them. Such information shall be clear, consistent, and comprehensive; shall meet WSDOT graphic and writing standards; and shall be subject to Review and Comment by the WSDOT Engineer before distribution.

The Design-Builder shall be responsible for:

- Participating in Project communications meetings between WSDOT and the Design-Builder as determined necessary by WSDOT to maintain regular coordination on all communications goals and activities
- Responding to public comments regarding the Project and maintaining a public communication log.
- Any communication or responses to public comments regarding noise impacts and Sensitive Area mitigation
- Managing the public contact database, including citizen requests for information
- Support WSDOT with media relations and social media activities
- Assisting WSDOT in conducting Project-related events such as open houses, public meetings, media events, groundbreaking or ribbon cutting events, and stakeholder briefings (in additional languages as identified in the Environmental Justice analysis)
- Provide WSDOT with a prioritized after-hours Project Call List 15 Calendar Days prior to the commencement of Phase 2 Construction Activities. The Project Call List shall include the contact information of the Design-Builder's backup staff, including home and mobile phone numbers and email addresses.

2.9.5.1 Personnel Requirements

The Design-Builder shall provide a Communications Specialist to support the communications needs of the Project. The Communications Specialist is responsible for executing the Project Communications Plan and updating it upon request by WSDOT.

The Design-Builder's Communications Specialist shall be readily available by telephone during regular business hours with immediate computer and email access. During critical construction activities and emergencies, the Design-Builder's Communications Specialist shall be available as necessary.

The Communications Specialist shall have at least 5 years of recent experience coordinating information on public projects, preferably on large transportation or infrastructure projects. The Communications Specialist's professional experience shall be a combination of the following:

- Writing for the public, news media, web, and social media. Knowledge of WSDOT's Reader-Friendly Toolkit, plain talk communications, and media relations protocols is preferred
- Providing and presenting information to the public, news reporters, community groups, and others

- Developing, implementing, and measuring the results of strategic communication plans, social media posts, and strategic messaging
- Developing and producing maps, charts, graphs, diagrams, and other visual images, using one or more of the following programs: InDesign, Adobe Illustrator, Adobe Photoshop, and WSDOT design templates to meet WSDOT graphics standards found on the WSDOT Web Toolkit page
- Developing and implementing public involvement and community engagement programs
- Taking and editing photographs and videos

The Communications Specialist shall have full access to all of the Design-Builder's Project related information and documentation that may be relevant to interested parties. The Communications Specialist shall share information with WSDOT continually throughout the Project.

2.9.5.2 Communication Task Force Meetings

The Design-Builder's and WSDOT's staff shall meet weekly to maintain regular coordination and communication with WSDOT on all communications goals and activities. The Design-Builder shall provide and be available to discuss:

- Any developing or current issues related to safety.
- A week look-ahead construction schedule complete with a detailed description of type of work being performed, work locations, upcoming lane closures, detours that are cross referenced to the Transportation Management Plan
- A month look-ahead on the Transportation Management Plan to demonstrate compliance and adequacy of the plan
- Current and upcoming construction issues including noise, environmental impacts, traffic control, and other physical impacts (e.g. tree removal, narrowed lanes, commercial vehicle restrictions)
- An ongoing list of upcoming Project milestones and Project timeline
- Public correspondence received by WSDOT or the Design-Builder

2.9.5.3 Crisis Management Communications Plan

The Design-Builder shall prepare a Crisis Communications Plan for responding to emergencies and incidents during the Project. The Crisis Communications Plan shall be submitted to WSDOT for Review and Comment within 30 Calendar Days of NTP. The Design-Builder shall coordinate this approach with the Design-Builder's overall Traffic Management Plan and Traffic Incident Management Plan as referenced in Section 2.22, *Maintenance of Traffic*. The Design-Builder's Crisis Communications Plan shall address the following:

- Communications approaches to emergencies such as fire, Utility line strikes, injured employees, fatalities, auto accidents, environmental spills and other incidents in a work zone
- Staff designated to respond to the emergency
- Immediate actions that can be taken to mitigate a crisis
- Procedures for notifying WSDOT, emergency services, and the public
- Procedures for referring construction related claims, such as auto damage, to WSDOT's Enterprise Risk Management Office

In the event of a crisis, the Design-Builder shall summarize the incident in an Emergency Incident Report. This report shall detail the steps the Design-Builder took to handle the incident from beginning to end, including corrective procedures put in place as a result of the crisis. The Design-Builder shall submit that report to WSDOT within 3 Calendar Days of the incident.

The Crisis Communications Plan will be reviewed by WSDOT Communications, PEO and Design-builder prior to the start of Phase 1 Services.

Within 40 Calendar Days before the start of construction of each Bundle the Design-Builder shall schedule a Crisis Communications Workshop with WSDOT to discuss protocols and potential emergency situations with regard to each Culvert Bundle.

2.9.5.3.1 Dissemination of Emergency Information

As part of the Crisis Management Communications Plan, the Design-Builder shall establish and manage an Emergency Contact List as required by this Section and the *General Provisions*. All appropriate personnel shall be included on the Emergency Contact List for immediate response in the event of an emergency. The Emergency Contact List shall be divided into areas of expertise, so the proper people are contacted for specific emergency situations.

The Emergency Contact List for notification of all emergencies shall include, at a minimum, the following WSDOT personnel:

- WSDOT Engineer
- On-call WSDOT Communications staff
- WSDOT Communications Project Lead
- Traffic Management Center (TMC)
- WSDOT Safety Officer

The Emergency Contact List for notification of all emergencies shall include, at a minimum the following Design –Builder personnel:

- Project Manager

- Construction Manager
- Communications Specialist
- Work Zone Traffic Engineering Manager

The Emergency Contact List for notification of all emergencies shall include, at a minimum, the Design-Builder personnel listed in the *General Provisions*.

In addition, the Design-Builder shall provide prompt information and assistance as requested by WSDOT during an emergency. The Design-Builder shall update the Emergency Contact List within 30 Calendar Days of any personnel change.

2.9.5.4 Weekly Progress Report

The Design-Builder shall provide a brief weekly progress report to WSDOT. The report shall summarize progress made the previous week and include photos of the previous week's construction activities. The Design-Builder shall submit the report by email every Monday to the WSDOT Engineer for the Project, starting at the beginning of construction activities.

2.9.5.5 Construction Information Dissemination

The Design-Builder shall coordinate with WSDOT to collect and disseminate design and construction information. The information could be used on to the Project website, social media channels, the WSDOT 511 Travel Alert System, Highway Advisory Radio (HAR), Variable Message Signs (VMS), and Portable Changeable Message Signs (PCMS).

2.9.5.5.1 Construction Schedule

The Design-Builder shall notify WSDOT and the public of construction schedules 30 Calendar Days prior to commencement of construction in any area of the Project. The Design-Builder shall provide construction updates to WSDOT on a weekly basis. The Design-Builder shall deliver additional updates if construction and traffic impacts change or if WSDOT requests additional updates. These updates shall include the upcoming week's planned closures, detours, Project status, and other information relevant to the public.

The Design-Builder shall submit weekly construction reports to WSDOT detailing planned Work activities and lane closures for the next 3 weeks. Construction reports shall be submitted to the WSDOT Engineer and the WSDOT Communications Project Lead or another designated WSDOT email address, no later than 12 p.m. each Wednesday. The Communications Specialist shall write a summary of the upcoming approved closures for posting on the construction closures website and submit it to WSDOT by 10 a.m. each Thursday.

2.9.5.6 Coordination with Transportation Management Plan

The Design-Builder shall be responsible for coordinating traffic communications with neighboring construction projects as part of an established Other coordinated Communications Plan..

2.9.5.6.1 Maintenance of Traffic and Access

The Design-Builder shall provide Maintenance of Traffic (MOT) and access information for the entire Project to all that are affected, at least 14 Calendar Days prior to any revision to access in the area affected. Notifications shall include at a minimum the following:

- Purpose of the change
- Area affected and dates of impact
- Alternate routes and detours
 - If an alternate route or detour is identified, the WSDOT Engineer will analyze the new route for EJ impacts and the need for communication of this information. This process may take more than the minimum 14 Calendar Days, depending on the communities, impacts identified, and mitigation.

2.9.5.6.2 Traffic Conditions

The Design-Builder shall inform the TMC and WSDOT Project personnel of any unusual traffic conditions, such as road obstructions, within 15 minutes of detection.

2.9.5.6.3 Commercial Vehicle Access and Restriction Information

Fourteen Calendar Days prior to any activity taking place that may restrict or impede the movement of commercial vehicles due to reduced lane widths, reduced height clearances, or lower weight limits, the Design-Builder shall coordinate and provide the following agencies with a description, start date, and end date of the event:

- Washington State Patrol
- WSDOT Commercial Vehicles Services
- ***Additional entities to be determined during the Phase 1 Services Period*** [Note: This paragraph will be updated as part of the GMP Bundle Amendment.]

2.9.5.6.4 Emergency Vehicle Access

The Design-Builder shall develop and implement a protocol for communicating timely information to the emergency service providers regarding access to the Project area for emergency vehicles. The Design-Builder shall provide the

1 WSDOT Engineer with a record of each notification. The Design-Builder shall
2 follow up with a phone call to the WSDOT Engineer at least 14 Calendar Days
3 prior to the closure.

4 **2.9.5.6.5 Bicycle and Pedestrian Access**

5 The Design-Builder shall clearly define and communicate to WSDOT access
6 routes for bicycles and pedestrians, including alternate routes and detours that
7 comply with the accessibility requirements for persons with disabilities. The
8 Design-Builder shall provide MOT and access information at least 14 Calendar
9 Days prior to any revision of a bike or pedestrian path. Pedestrian access shall be
10 in accordance with TR Section 2.22, *Maintenance of Traffic*. WSDOT
11 Communications will also be made aware of any changes to access routes for
12 bicyclists and pedestrians within 30 calendar days.

13

14 **2.9.5.7 Utility Shut-Offs**

15 The Design-Builder shall conduct regular communication with residents and
16 businesses affected by Utility shut-offs to mitigate the impacts of Utility
17 disruptions. The Design-Builder shall contact and provide written notification to
18 all residents and businesses affected 48 hours in advance of a Utility shut-off and
19 shall maintain a record of each notification. Notices shall indicate the purpose and
20 expected duration of the outage, and provide information indicating how those
21 affected by the outage can contact the Design-Builder. Notices shall meet
22 WSDOT's communications style and be pre-approved by WSDOT before
23 dissemination. Such notices may also be provided by WSDOT.

24 In the event of an emergency involving a Utility shut-off, the Design-Builder shall
25 notify the Utility Owner in accordance with Utility company standards and local
26 emergency services.

27 A list of representatives for Utility companies with facilities within the Project
28 Site is shown in the *Utility Owner Contact List* and is included in the Reference
29 Documents.

30 **2.9.5.8 Construction Traffic Mitigation**

31 The Design-Builder shall collaborate with the WSDOT Engineer on opportunities
32 to work with transportation coordinators, transit agencies, local chambers of
33 commerce, sports teams, retail centers, businesses, communities, and others, to
34 encourage more efficient use of transportation options. The Design-Builder shall
35 work with the WSDOT on communication plans to contact these entities and to
36 keep them informed of construction activities. The Design-Builder shall
37 participate in all necessary meetings with WSDOT to keep them informed of
38 construction activities.

2.9.5.9 Limited English Populations

Design Builder will follow WSDOT's latest program plans, WSDOT Title VI Program Plan, WSDOT Limited English Proficiency Plan, and Community Engagement Plan throughout the life of these projects. This information is found at [Title VI/Limited English Proficiency | WSDOT \(wa.gov\)](#)

2.9.5.10 Methods and Tools for Dissemination of Information

2.9.5.10.1 Highway Advisory Radio

The Design-Builder shall provide accurate information daily or as requested by WSDOT for HAR messages. WSDOT will prepare and record.

2.9.5.10.2 Variable Message Signs and Portable Changeable Message Signs

The Design-Builder shall prepare draft messages for advance notice of traffic restrictions due to planned construction activities in accordance with TR Section 2.22, *Maintenance of Traffic*. WSDOT and the Design-Builder will enter the information into the required type of message sign and activate.

2.9.5.10.3 Project Identification Signs

The Design-Builder shall install advance signing in accordance with Section 2.22, *Maintenance of Traffic*.

2.9.5.10.4 Telephone Hotline

The Design-Builder shall establish and manage a telephone hotline for the Project. The Design-Builder shall update the recorded message when new phases of construction begin, or a traffic switch occurs and how traffic is impacted. The Design-Builder shall check the telephone hotline daily, which shall occur by 3:00 p.m. The Design-Builder shall respond to any inquiries from the hotline within 24 hours. The Design-Builder shall answer and respond to after-hours calls forwarded from the hotline. The Design-Builder shall ensure that all staff responding to inquiries are trained, friendly, responsive, and informed about construction and traffic impacts.

The Design-Builder shall be responsible for compiling and summarizing questions from the general public. This includes tracking responses to callers, analyzing and reporting trends, and providing a weekly status report file to WSDOT.

2.9.5.10.5 Project Websites

WSDOT Olympic Region Communications shall write Project website updates utilizing the Design-Builder's weekly and monthly Project information updates.

The Design-Builder shall provide timely construction progress photographs for use on Project websites.

2.9.5.10.6 Collateral Materials

WSDOT will lead the development and distribution of collateral materials by the Design-Builder for this Project. Collateral materials may include, but are not limited to:

1. Noise flyers for noisy work within 500 feet of the work zone or as required by noise variances. The Design-Builder shall be responsible for distribution to the affected area.
2. Project one-pagers, fact sheets, and/or folios.
3. Key messages
4. List serve articles
5. All costs associated with the production and distribution of materials shall be borne by the Design-Builder.
- 6.
7. ***To be determined during the Phase 1 Services Period*** [Note: This paragraph will be updated as part of the GMP Bundle Amendment.]

2.9.5.10.7 Correspondence and Email

Correspondence received by or assigned to the Design-Builder for response shall be submitted to the WSDOT Engineer for Review and Comment prior to release. If necessary, WSDOT staff will ask the Design-Builder to respond to public inquiries by phone.

The Design-Builder shall furnish written documentation of other Project-related correspondence to WSDOT within 3 Calendar Days of the communication. Project-related correspondence shall include communications with the public, businesses, community groups, government entities affected by the Project, and other communications required in this PDB Contract. This includes tracking responses to callers and providing a weekly status report file to WSDOT.

The Design-Builder shall provide information to the WSDOT Engineer for use in responding to public concerns or questions.

2.9.5.10.8 Special Events, Public Meetings, and Speaking Engagements

The Design-Builder shall assist WSDOT in preparing for and participate in meetings designed to inform the public or stakeholders of the Project's status and to answer questions related to the Project.

1 The Design-Builder shall be available to attend public and community meetings
2 or to make presentations at WSDOT's request. The Design-Builder shall support
3 WSDOT by helping staff with an opening event, such as a groundbreaking, a
4 ribbon cutting, or a dedication ceremony.

5 **2.9.5.10.9 External Events**

6 The Design-Builder shall coordinate, communicate, and provide a plan to
7 minimize construction impacts for public events held by public and private
8 entities. The Design-Builder shall develop and maintain a list of public event s
9 that have proven attendance.. The Design-Builder shall assume there will be a
10 maximum 6 events during this Project. This number will to be determined by the
11 Design-Builder. during the Phase 1 Services Period*** events during this Project.
12 These events include, at a minimum, the following: **[Note: This paragraph will**
13 **be updated as part of the GMP Bundle Amendment.]**

14 **Amendment.]**

15 The Design-Builder shall coordinate lane closures or other construction work with
16 the WSDOT Engineer to ensure that planned activities do not affect events within
17 the local communities.

18 **2.9.5.10.10 Photographs and Video**

19 The WSDOT Communication Team will lead the photography and video efforts
20 on this Project for public communications purposes. The Design-Builder shall
21 provide photos and video within 24 hours or sooner for such purposes to the
22 WSDOT Engineer, if requested.

23 **2.9.5.10.11 Media Relations and Social Media**

24 Although media relations are the responsibility of WSDOT, the Design-Builder
25 shall participate in media interviews or other media information support activities
26 at WSDOT's request. When participating in media inquiries and interviews, the
27 Design-Builder shall provide timely information that complies with WSDOT
28 messaging and other standards, including requirements for advance Project
29 information, Project progress and accountability, and timely response to media
30 inquiries.

31 The Design-Builder shall coordinate all media requests with WSDOT prior to
32 interviews. WSDOT will be the primary media spokesperson. The Design-Builder
33 shall provide WSDOT with information and access to key Project staff for media
34 interviews, as requested.

35 At WSDOT's request, the Design-Builder shall conduct tours of Culvert Sites for
36 media, local or State government officials, or WSDOT management. The Design-
37 Builder shall provide information and materials that meet broadcast, electronic,
38 and print media requirements and deadlines.

1 As requested by WSDOT, the Design-Builder shall write draft and final versions
2 of news releases and travel advisories, using the WSDOT news release and travel
3 advisory templates. WSDOT will provide the Design-Builder with copies of the
4 templates.

5 **2.9.5.10.12 Language Identification and Emergency Services Card**

6 The Design-Builder shall identify events and locations where the WSDOT
7 language identification and emergency services card shall be readily available to
8 assist in face-to-face situations to help determine which language a person speaks
9 or needs emergency services. WSDOT will supply a copy of the Language
10 Identification and Emergency Services Card to the Design-Builder.

11 **2.9.6 Submittals**

12 Project submittals include, at a minimum, the following:

- 13 • Project Call List – Submitted within 15 Calendar Days after issuance of the
14 Notice to Proceed with Phase 1 Services
- 15 • Weekly Progress Reports – Format to be established within 30 Calendar
16 Days of PDB Contract execution, with reporting beginning immediately
17 thereafter
- 18 • Construction information – Submitted on a weekly basis
- 19 • Crisis Management Plan – Submitted with the 60 percent design completion
20 submittal for each Culvert Bundle in accordance with Appendix 2 (Phase 1
21 Services) of this PDB Contract
- 22 • Photos and videos
- 23 • Final Phase 2 Project Communications Plans for each Bundle
- 24 • Community Engagement Plan during phase 1 development services

25 **2.9.6.1 Miscellaneous Submittals**

26 At the request of the WSDOT Engineer, the Design-Builder shall deliver to the
27 WSDOT Engineer Work-related submittals that do not fit in the previous
28 categories but are prepared in accordance with this Section.

29 **End of Section**

30